

Message Text

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PAGE 01 CANBER 04768 280749Z

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ACTION COME-00

INFO OCT-01 EUR-06 EA-07 ADP-00 RSR-01 RSC-01 /016 W

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R 280626Z AUG 73

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 1569

INFO AMCONSUL BRISBANE

AMEMBASSY LONDON

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMEMBASSY SINGAPORE

AMCONSUL SYDNEY

UNCLAS CANBERRA 4768

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: TRADE OPPORTUNITIES PROGRAM - TEST ADVERTISING
CAMPAIGN

REF: USDOC 12155

EMBASSY HAS TWO RECOMMENDATIONS AS FOLLOWS:

1. RECOMMEND ADVERTISEMENTS IN AUSTRALIA LIST NAMES, ADDRESSES AND TELEPHONE FOR CONSULAR POSTS IN ADDITION TO EMBASSY. DUE CONTINENTAL SIZE OF AUSTRALIA, LISTING CONFINED TO SINGLE POST SUCH AS EMBASSY WOULD DISCOURAGE MAXIMUM RESPONSE. THIS WILL ALSO STRENGTHEN RELATIONSHIP COMMERCIAL UNIT EACH POST WITH LOCAL CLIENTELE. LISTING SHOULD BE AS FOLLOWS:

A.C.T.

AMERICAN EMBASSY

YARRALUMLA, CANBERRA, A.C.T. 2600

TELEPHONE: 731351

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QLD. AND NORTHERN TERRITORY

AMERICAN CONSULATE
T&G BUILDING
QUEEN AND ALBERT STREETS
BRISBANE, QLD.
TELEPHONE: 312649

VICTORIA, SOUTH AUSTRALIA AND TASMANIA
AMERICAN CONSULATE GENERAL
24 ALBERT ROAD, MELBOURNE, VIC.
TELEPHONE: 699-2244

WEST AUSTRALIA
AMERICAN CONSULATE
171 ST. GEORGE'S TERRACE, PERTH, W.A.
TELEPHONE: 22-4466

NEW SOUTH WALES
AMERICAN CONSULATE GENERAL
37-49 PITT STREET, SYDNEY, N.S.W.
TELEPHONE: 241-1031

2. EMBASSY ALSO RECOMMENDS BIC CONSIDER POSSIBILITY OF
SELECTING ALTERNATIVE TARGET INDUSTRY IN PLACE OF
ELECTRONIC DATA PROCESSING FOR THE TEST ADVERTISING CAMPAIGN
IN AUSTRALIA. AMERICAN COMPUTER INDUSTRY IS HEAVILY
REPRESENTED BY DIRECT SUBSIDIARIES IN AUSTRALIA AND IS
WIDELY AND THOROUGHLY PROMOTING IN THIS MARKET. THE MARGINAL
VALUE OF USG CAMPAIGN IN THIS AREA WOULD THEREFORE BE MUCH
LESS THAN SIMILAR CAMPAIGN FOR SOME OTHER TARGET INDUSTRY.
EMBASSY RECOMMENDS CONSIDERATION OF MATERIALS HANDLING
EQUIPMENT AND SYSTEMS OR HEALTH CARE EQUIPMENT AND
INSTRUMENTATION IN THAT ORDER.
EMBASSY REALIZES THERE MAY BE OVERRIDING REASONS WHY
COMMERCE PREFERS USE IDENTICAL INDUSTRIES FOR TEST PROJECT
IN ALL 3 COUNTRIES AND IT MAY NOT BE POSSIBLE TO SUBSTITUTE
A DIFFERENT INDUSTRY FOR AUSTRALIA. IN THAT EVENT IT
SHOULD BE RECOGNIZED THAT BECAUSE OF FULL EXISTING COVERAGE
THIS MARKET BY U.S. COMPUTER INDUSTRY, RELATIVELY LIMITED
RESULTS SHOULD BE EXPECTED.

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